

## ORDER



WAVY

**Orders**  
**Order / Rev:** 197304  
**Alt Order #:** 06839971  
**Product Desc:** 8/10-8/14 MOVEON.ORG  
**Estimate:** 545  
**Flight Dates:** 08/10/12 - 08/14/12  
**Original Date / Rev:** 08/09/12 / 08/09/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Abar Hutton Media  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Moveon.org  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN6772  
**Agency External ID:** IN1569

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/11/12	11	\$15,000.00	\$12,750.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	11	\$15,000.00	\$12,750.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$15,000.00</b>	<b>\$12,750.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	08/10/12	08/10/12	WAVY News 10 @5p	CM	5p-530p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,500.00		0.00			
E 2	WAVY	08/10/12	08/10/12	WAVY News 10 @530p	CM	530p-6p	----F--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,500.00		0.00			
E 3	WAVY	08/10/12	08/10/12	WAVY News 10 @6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,800.00		0.00			
E 4	WAVY	08/10/12	08/10/12	NBC Nightly News WKD	CM	630p-7p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$2,500.00		0.00			
E 5	WAVY	08/10/12	08/10/12	Olympics Late News M-Su	CM	Olympic Late News	----F--	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
2012 OLYMPICS LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----F--			1			\$1,800.00		0.00			

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 Estimate: 545

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$400.00		0.00						
E 7	WAVY	08/11/12	08/11/12	WAVY News 10 Sa 7a WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$800.00		0.00						
E 8	WAVY	08/11/12	08/11/12	Olympics Sat Today Olympic Sat Today	CM	Olympic Sat Today	-----S-	:30	2	\$1,200.00	P1	0.00	NM	2	\$2,400.00
SATURDAY TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	2		\$1,200.00		0.00						
E 9	WAVY	08/11/12	08/11/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
SATURDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$500.00		0.00						
E 10	WAVY	08/11/12	08/11/12	Olympics Late News M-Su Olympics Late News M-Su	CM	Olympic Late News	-----S-	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
2012 OLYMPICS LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/06/12	08/12/12	-----S-	1		\$1,800.00		0.00						
													Totals	11	\$15,000.00